

## Message Text

UNCLASSIFIED

PAGE 01 TOKYO 17651 010614Z

22

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W

----- 059925

P R 010600Z DEC 76

FM AMEMBASSY TOKYO

TO USDOC WASHDC PRIORITY

INFO SDCSTATE WASHDC 3903

UNCLAS TOKYO 17651

E.O. 11652: N/A

TAGS: BBSR, JA

SUBJECT: GLOBAL MARKET RESEARCH - (A) PRODUCTION MACHINERY, TEST  
INSTRUMENTATION AND SPECIAL MATERIALS FOR ELECTRONIC COMPONENTS  
(B) ELECTRONIC COMPONENTS

REF: STATE A 4989; USDOC 19189

1. SEVERAL MARKET RESEARCH FIRMS INTERESTED IN BIDDING FOR SUBJECT MR CONTRACT HAVE ASKED EMBASSY WHAT COMMERCE WOULD CONSIDER AS REASONABLE PRICE RANGE FOR STUDY WHICH IS ACTUALLY TWO SEPARATE REPORTS. DR. REX REID, DIRECTOR OF TOKYO OFFICE A.T. KEARNEY, INDICATED THAT DURING HIS VISIT TO COMMERCE SEVERAL WEEKS AGO, WAS TOLD THAT COMMERCE WOULD PROBABLY BE PREPARED TO PAY ABOUT 1.75 TIMES PRICE FOR NORMAL GMS CONSISTING OF ONE REPORT ONLY. HE STATED THAT HIS FIRM'S BID WOULD BE BASED ON THIS ASSUMPTION.

2. EMBASSY WOULD LIKE TO BE ABLE TO INFORM WLL CONTRACTORS OF COMMERCE'S VIEWS RE PRICE RANGE FOR SUBJECT CONTRACT PARTICULARLY SO THAT THEY WILL ALL HAVE BETTER AND SAME UNDERSTANDING OF WHAT COMMERCE EXPECTS IN TERMS OF DEPTH IN THE TWO REPORTS. PLEASE ADVISE ASAP.

HODGSON

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## Message Attributes

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**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 01 JAN 1960  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
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**Disposition Comment:**  
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**Subject:** GLOBAL MARKET RESEARCH - (A) PRODUCTION MACHINERY, TEST INSTRUMENTATION AND SPECIAL MATERIALS FOR ELECTRONIC COMPONENTS (B) ELECTRONIC COMPONENTS  
**TAGS:** BBSR, JA  
**To:** COM  
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